

RESOLUTION 21-40

**A RESOLUTION TO CHANGE THE NAME OF FUTURE BUCKNER ROAD
EXTENSION FROM BUCKNER LANE TO LEWISBURG PIKE
TO JUNE LAKE BOULEVARD**

WHEREAS, the City of Spring Hill applied for and was awarded a \$25,000,000 BUILD Grant from the USDOT/FHWA for the design and construction of the I-65 Interchange at Buckner Road that includes connecting road segments from Buckner Lane to Lewisburg Pike (“Project”); and

WHEREAS, in December 2019 the Board of Mayor and Aldermen authorized City of Spring Hill entered into a BUILD Agreement with USDOT/FHWA and TDOT for the design and construction of the I-65 Interchange at Buckner Road at an estimated cost of \$57.8M; and

WHEREAS, in January 2021 following the timely completion of NEPA/PE and a competitive selection process TDOT awarded the design and construction of the Project to Bell & Associates LLC as a design-build contract to ensure the expeditious completion of the project; and

WHEREAS, extension of Buckner Road from Buckner Lane to Lewisburg Pike in association with the I-65 Interchange Project and its associated naming as “Buckner Road” was a customary road naming approach since the street connection between Buckner Lane and Lewisburg Pike forms an extension of Buckner Road to the east; and

WHEREAS, the project known previously as 2660 Buckner Lane entailing an 800-acre major mixed-use development that completely encompasses the future connector street from Buckner Lane to the I-65 Interchange recently completed a branding process that resulted in the project being renamed “June Lake”; and

WHEREAS, the City received a request from Don Alexander, a family representative of June Lake, requesting consideration of a change in name for Buckner Road extension from Buckner Lane to Lewisburg Pike to June Lake Boulevard and provided the following justifications for the change in name:

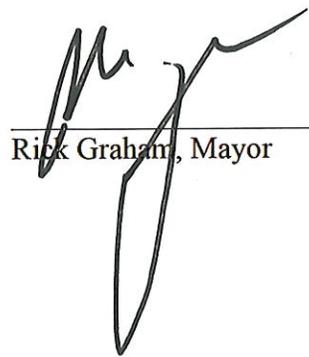
1. The term “Boulevard” is more appropriate for the size and type of road that will be built that includes five lanes or more of traffic including the incorporation of medians and being lined with sidewalks and multi-use trails on both sides along the entire length of the connector roads on both sides of the I-65 Interchange.
2. The existing confusion with Buckner Road and Buckner Lane that will likely continue as June Lake is developed into a first-class mixed-use development.

3. Not able find that “Buckner” has any historical significance to Spring Hill.
4. The name “June Lake” will be marketed to future home owners, restaurants, retailers, traditional office businesses, corporate headquarters, etc. The naming of the connector road as June Lake Boulevard will help provide critical wayfinding for people moving to, and commuting to, June Lake.
5. June Lake will be a distinct district in Spring Hill with its own unique identity while also being an important gateway into the City.
6. Similarly, the City of Franklin permitted a similar naming approach with the I-65 Interchange at Cool Springs Boulevard that is clearly a distinct district of Franklin, but doesn’t impose upon Franklin’s unique historic character. The developers of June Lake envision for Spring Hill and its ability to retain its unique character and charm while allowing June Lake to attract the desired mix of land uses necessary to serve as a prime gateway into the City.
7. The timing for a change in road name is appropriate in advance of the final design and construction of the I-65 Interchange and connector road project as the road does not currently exist past Buckner Lane and a change in name would not adversely impact anyone at this time.

NOW, THEREFORE, BE IT RESOLVED, that the City of Spring Hill Board of Mayor and Aldermen:

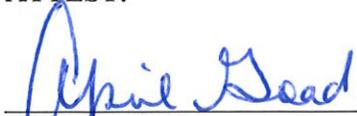
1. Approve the change in street name for Buckner Road extension that is pending design and construction from Buckner Lane to Lewisburg Pike as part of the I-65 Interchange Project to “June Lake Boulevard”.
2. City staff shall notify the USDOT/FHWA and TDOT of the approved change in name and to request that the street name and associated signage reflect the change in street name approved by the City.

Passed and adopted by the Board of Mayor and Aldermen of the City of Spring Hill, Tennessee on this 15th day of March, 2021.



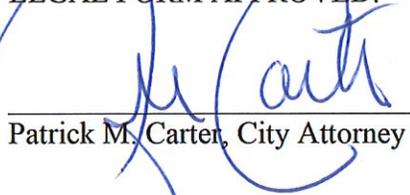
Rick Graham, Mayor

ATTEST:



April Goad, City Recorder

LEGAL FORM APPROVED:



Patrick M. Carter, City Attorney



JUNE LAKE

BRAND VISION BOOK



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WHO NEEDS THIS BOOK?

You'll be particularly interested in this if you are involved in any facet of development, design, architecture, engineering, construction, marketing, communications, selling, or managing. But even if you're not, you are a potential partner or constituent and it is essential for you to understand the vision for the project.

We have a story to tell. Think of the creation of June Lake as a special opportunity to build value through the deliberate crafting of a place, culture, attitude, belief, and story.

Our brand vision unites us, our partners, and our community as we work towards a common goal.

THIS IS A GUIDE FOR THE FOLLOWING

Articulate a story

Great storytelling is timeless and June Lake will be stronger for having an articulated, compelling story that others can relate to.

Consistency and cohesion

Strategic alignment ensures the team has clarity and consistency. This creates a united approach across all built projects and communication platforms, which makes for a greater experience for residents, guests, and customers.

Work towards a common goal

We are building a foundation that provides insight and understanding of the stakeholders' objectives. When a company has a strong motivation, that shines through and people are drawn to it.

Understand the brand vision

Enable others to reference a centralized resource to understand the brand vision, so that the leaders of June Lake can use their time more efficiently.

Differentiate

We want what makes us different and better to be clear, so that June Lake stands out as an elevated alternative to the status quo.

THIS IS JUNE LAKE

We are excited to present the vision and road map for Williamson County's newest destination, June Lake. This brand vision book will guide the direction of the project and the spirit with which each decision about the community should be made.

Nature is our common ground, and each aspect of June Lake should make it easier for residents and guests to enjoy nature. The lake and greenway are the key point of differentiation. We can create a special kind of community where nature is the main centerpiece rather than someplace people have to carve out time to visit on weekends or special occasions. We want people to draw serenity from the lake and energy from the green spaces daily. In the same way that beach front property is the most valuable real estate, every piece of June Lake property can be more valuable if we center it around the development's most important assets.



KEY EXISTING SITE FEATURES



11 Acre Lake

The calming appeal of bodies of water is universal. Our community will be centered around our serene lake rather than letting it be an afterthought in the landscape.



Creeks

June Lake has miles of creeks. This will allow for abundant walk paths, bike trails, and green space - creating easy connection points throughout the entire community.



Access to I-65

A newly developed interstate exchange allows for easy entrance to I-65 and I-840. Close interstate access is a huge differentiator in an area where many suburbs are less easily connected to the city.



Williamson County

The prime location of Williamson County provides many benefits - namely top rated schools, a beautiful setting, and an active community.



Close to Schools

There is comfort and convenience in having your children nearby. Two schools are within walking distance and third is a short drive away.

NEW URBANISM

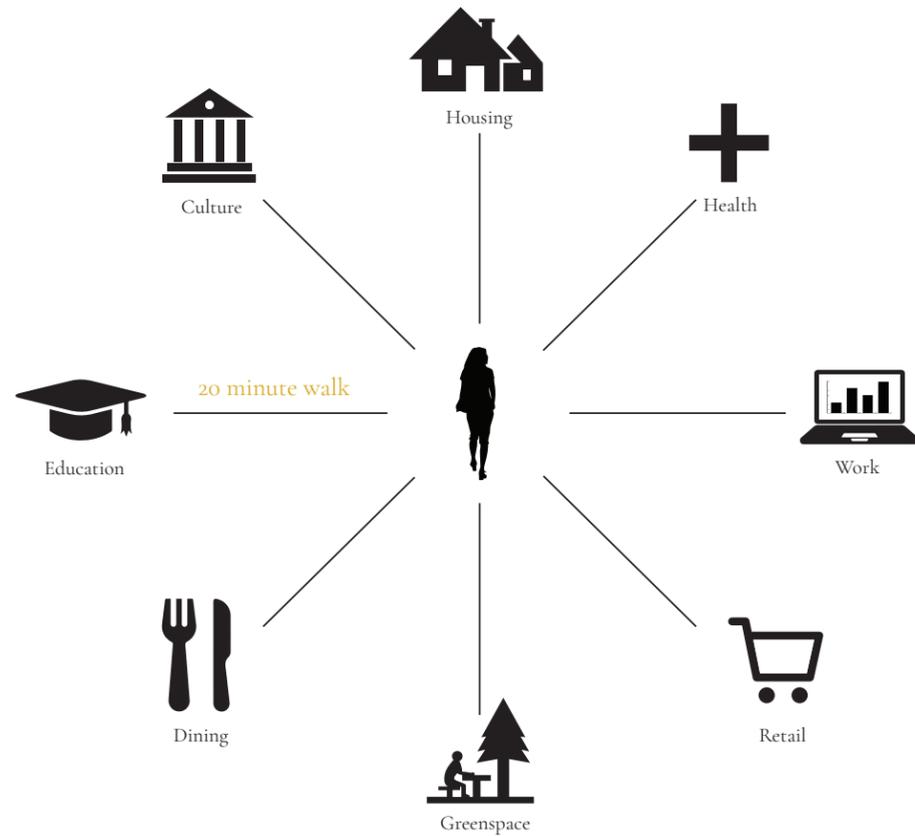
June Lake is following the principles of New Urbanism. It is a planning and development approach based on creating sustainable, human-scaled places where placemaking and public space are a high priority. It focuses on thoughtful, useful design that enables a city to be thriving and vibrant. New Urbanist streets are designed for people rather than just cars, and accommodate multimodal transportation including walking, bicycling, transit use, and driving. It provides plazas, squares, sidewalks, cafes, and porches to host daily interaction and public life. New Urbanism concentrates on having a discernible town center, with a variety of dwelling types located within a convenient walk. It recognizes that small details are where the success of an appealing, walkable community are found; relegating parking to the back of buildings, heavily considering landscaping in a way that is aesthetically pleasing but also causes cars to drive slower, and arranging buildings & businesses in a way that creates a bustling environment rather than a vacant thoroughfare.



Case study / Seaside, Florida



Case study / Mueller / Austin, Texas



20 MINUTE CITY

Distance, destinations, density

A simplified way to consider New Urbanism is the 20 Minute City, which can be summarized via distance, destinations and density. There needs to be everything you need on a daily basis within a 20 minute walk, and a dense enough population to support those businesses and facilities. It doesn't just focus on where you can get in 20 minutes, but also considers factors that enhance the walking experience, the possible barriers to pedestrian access, and access to high quality transit and clusters of amenities. It is about more than physical proximity of one thing to another; it considers the presence of sidewalks, the variety of paths one can take, and things that might impede that path - steep hills, freeways, and difficult street connections. Considering these factors when developing a community gives not only social and economic returns but environmental ones as well.

Everything you need on a daily basis within a 20 minute walk



SHIFT THE BEHAVIOR / PART 1

We need to create spaces that motivate true human connection.

Virtual distance is the phenomenon where people are physically together but detached from each other due to being completely absorbed with technology. This new trend of being “alone together” has modified human behavior by creating a gap between people and reducing true connection. Children learn from observing and interacting with their parents and peers, but their cognitive and psychological development can be hindered and certain social skills lost or delayed when they are disconnected from others and overexposed to technology. Technology has the ability to bridge gaps when used correctly; but it should make our lives easier and enhance our opportunities to connect with others, not become our sole source of entertainment and connection. We want to provide a place where opportunities for person to person connection are abundant and choosing to enjoy nature is easy.

Family time over screen time.



SHIFT THE BEHAVIOR / PART 2

The desire to be outdoors should be second nature.

There is a Scandinavian mantra that says “there is no bad weather, only bad clothes.” While this can be easier in theory than practice, it is hard to ignore the bevy of benefits the outdoors provides for both children and adults. Spending time outdoors reduces stress levels and decreases likelihood of chronic disease (via pineal gland stimulation and increased vitamin D levels). For children, it also fosters cognitive, social, and emotional development, improves sensory skills, and increases attention span (Sobko et al 2018, Taylor & Kuo 2009, Sandseter & Kennair 2011). Allowing children to take calculated risks outdoors creates confidence in their abilities and builds self esteem. Study after study emphasizes that children with greater access to nature are less likely to experience psychological problems and mental health issues (Engemann et al 2019, Wells & Evans 2003). Making this shift in mindset can indisputably create a happier, more well rounded home.

“There is no bad weather, only bad clothes.”

Scandinavian mantra

BRAND IDEA

It sums up our philosophy and key point of differentiation

Nature is our common ground.

We are providing authentic, uninterrupted moments by using the outdoors and convenient amenities as opportunities for shared experiences with those that matter most.

Nature is our
common ground



BRAND BELIEFS

These are the fundamental beliefs that guide our decision making.



Courage to do it the right way;
return on experience equals
return on investment.



The picturesque countryside, curated amenities
and warm Tennessee culture create a perfectly
balanced sense of belonging.

Supporting local creates a sense of authenticity and connection.



We believe in connection over connectivity. Technology should not consume us; a connection to the outdoors keeps us grounded.

BRAND BELIEFS
Nº 5

We prioritize sustainability by being environmentally conscious and incorporating regional materials in an elegant and practical way.



BRAND BELIEFS
Nº 6



Small moments can be made memorable through thoughtful design.

Accessibility matters.
We want everyone to feel welcome to
come as they are and be able to easily
navigate the community.



BRAND PERSONALITY

The key traits of the community that allow the audience to engage the spirit of the brand

Thriving yet serene

Approachable yet unexpected

Adventurous yet safe

Unpretentious yet refined

Lively yet restful



Thriving yet serene

Nature informs who we are and everything we do. Our lake, green spaces, and pathways are not just a setting, they're a main character in your story.



Approachable yet unexpected

We have something for everyone, but that doesn't mean everything is what you would expect.



Adventurous yet safe

June Lake is a safe space to be adventurous and make memories.



Unpretentious yet refined

Aesthetically pleasing, practical amenities help to make life a bit simpler at every turn.



Lively yet restful

Rest is as important as play and we provide spaces that call for each.

BRAND TAGLINE

A tagline inspires everything we do.

a path to anywhere

At June Lake, you have a path to anywhere. We believe in community and it's ability to provide a path to a bright future.

Woven throughout the entire community, greenway paths provide easy, scenic access between home, work and play. Close access to I-65 and I-840 gives residents and guests an easy path into June Lake, a short path to Nashville, and a path to anywhere you want to go.



a path to anywhere

JUNE LAKE



BRAND VALUE PROPOSITION

It states the benefits of being in the community, and our point of differentiation.

June Lake is a beautiful countryside setting but this is not a sleepy small town, it is a vibrant town center with something to offer at every turn. An unprecedented community greenway and sprawling lake ensure nature is a part of everyday life, creating space for authentic moments between friends, neighbors and family. Convenient interstate access allows for connection to Nashville and the energy that the city offers, while remaining connected to the Williamson County school system. Spending time doing what matters most is made easier by first class amenities that blend seamlessly into the community.

BRAND VISION STATEMENT

This statement is about the future we want to create.

June Lake is a walkable countryside destination where nature is the thread that weaves us together. We are a community where businesses, residents, and guests thrive and authentic connection happens naturally.

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Nature is the thread
that weaves us together



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BRAND PLATFORM

Brand Idea

Nature is our common ground.

Brand Beliefs

- Courage to do it the right way; return on experience equals return on investment.
- The picturesque countryside, curated amenities and warm Tennessee culture create a perfectly balanced sense of belonging.
- Supporting local creates a sense of authenticity and connection.
- We believe in connection over connectivity. Technology should not consume us; a connection to the outdoors keeps us grounded.
- Sustainability can be incorporated in an elegant and practical way.
- Small moments can be made memorable through thoughtful design.
- Accessibility matters. We want everyone to feel welcome to come as they are and be able to easily navigate our community.

Brand Personality

Thriving yet serene
Approachable yet unexpected
Adventurous yet safe
Unpretentious yet refined
Lively yet restful

Brand Tagline

A path to anywhere

Brand Value Proposition

June Lake is a beautiful countryside setting but this is not a sleepy small town, it is a vibrant town center with something to offer at every turn. An unprecedented community greenway and sprawling lake ensure nature is a part of everyday life, creating space for authentic moments between friends, neighbors and family. Convenient interstate access allows for connection to Nashville and the energy that the city offers, while remaining connected to the Williamson County school system. Spending time doing what matters most is made easier by first class amenities that blend seamlessly into the community.

Brand Vision Statement

June Lake is a walkable countryside destination where nature is the thread that weaves us together. We are a community where businesses, residents, and guests thrive and authentic connection happens naturally.

AUDIENCE BY GENERATION

We need to understand our audience in order to connect on a deeper level.



Generation Z

8-23 years old

Generation Z has never known a world without computers and cell phones. They are focused on discovery, independence, and social change, and fully take advantage of the technology they have at hand. They are ambitious, competitive multitaskers, and crave structure and goals as a way to measure progress. While they value face to face interactions more than other generations give them credit for, in marketing the number one way to reach them is through mobile. Messaging needs to be fully communicated through visual or video, with any supporting copy being an afterthought. Holding their attention does not have to be the intent; they are inundated with branding messages constantly, so grabbing their attention is enough.

Millennials

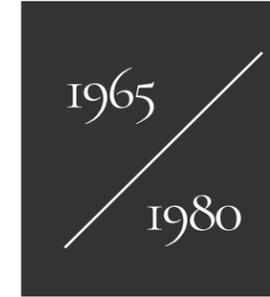
24-39 years old



Millennials are considered to be optimistic, achievement oriented, and socially aware. They are generally very transparent, and value integrity, diversity, and meaningful work. For older Millennials, they are typically moving 10 or less miles from their previous home and upgrading to a larger, more expensive home. Quality of neighborhood and convenience to work are the factors most important to them when considering buying a home. When approaching a Millennial as a customer, they appreciate innovation, firsthand customer experiences/reviews, and social media & radio/podcast marketing. Messaging should be heavier in photos than copy and be lifestyle driven, focused on socializing and work life balance.

Generation X

40-55 years old



Generation X are typically more skeptical and pragmatic. They work to live, value their independence, and thrive on flexibility. While the marketing tools to use for this generation should be different, the factors they consider when looking at a place to live (and the percentage of whom want to live in the suburbs) are largely similar to the millennial generation. When approaching a Gen X'er as a customer, they respond to email and direct mail marketing, and are less influenced by trends than by a brand's value and lasting positive impact.



Baby Boomers

56-74 years old

Baby Boomers tend to be focused, goal-centric and disciplined. They live to work and value personal growth and gratification. When buying a home, they are usually purchasing a similarly sized, comparable home in a different location. The main factors for purchasing a home begin to shift with this generation and the number one reason for buying is to be closer to family/friends. The number of miles moved was highest among this age group. They respond best to traditional marketing tactics, want to speak to someone in person before making a purchase, and are very brand loyal.







35.7810° N, 86.8716° W

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